Amendments to the Specification:

Please replace paragraph beginning on page 16, line 15 with the following amended paragraph:

In a further exemplary embodiment, a participant, which can be one or more individuals or companies, specifies points of entry along a supply chain where the participant wants feedback/verification information. For example, a participant, such as a bakery, can specifyies the desired feedback information such as inspection results at one or more producer fields, moisture and protein level of a certain variety of wheat or availability of key output traits tied to a specific product claim in a bakery's product, for example, having more bran than other varieties of wheat. Once the feedback information is determined, the bakery can access the information stored, for example, in a verification database. In addition, the participant can specify using, for example, a personalization engine, who in particular the participant wants to have access to specific information. For example, a farmer may only desire particular mills to be capable of viewing information about all or some of the farmer's crop. Each participant has control over who can view what information associated with the respective participant.

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